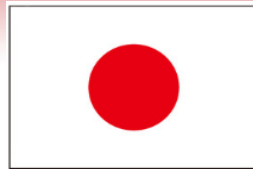


## The role of JETRO in Brazil and the direction of our efforts



**September 12, 2017**

Atsushi Okubo  
Director-President  
JETRO Sao Paulo

# Our Mission

## Our strengths

Quickly connecting Japanese companies to the world  
by making full use of our global network!

JETRO: The Japan External Trade Organization

A government-affiliated organization, established in 1958,  
funded by the Japanese government

Network includes Tokyo & Osaka Headquarters, 45 offices in Japan  
and 74 offices worldwide

## Our Main activities

Promoting Foreign Direct Investment into Japan

Supporting the overseas businesses of Japanese companies

Facilitating world trade, the global economy, and growth in  
developing countries

# Our local network in Japan

45 domestic offices



**Quickly connecting Japanese companies to the world  
by making full use of our office network!**

Hokkaido Region		Kinki Region	
	Hokkaido		Osaka Headquarters
<b>Tohoku region</b>			Kobe
	Aomori		Kyoto
	Morioka	<b>Chugoku Region</b>	
	Sendai		Tottori
	Akita		Matsue
	Yamagata		Okayama
	Fukushima		Hiroshima
<b>Kanto/Koshin'etsu Region</b>			Yamaguchi
	Tokyo Headquarters	<b>Shikoku Region</b>	
	Kanto		Tokushima
	Tochigi		Kagawa
	Ibaraki		Ehime
	Chiba		Kochi
	Yokohama	<b>Kyushu/Okinawa Region</b>	
	Niigata		Fukuoka
	Yamanashi		Kitakyushu
	Nagano		Saga
	Suwa		Nagasaki
<b>Chubu/Hokuriku Region</b>			Kumamoto
	Fukui		Oita
	Toyama		Miyazaki
	Kanazawa		Kagoshima
	Gifu		Okinawa
	Shizuoka		
	Hamamatsu		
	Nagoya		
	Mie		

# Our global network

**74 offices worldwide**

**Quickly connecting Japanese companies to the world by making full use of our network!**



## Summary: Role of JETRO in collaboration between Brazil and Japan

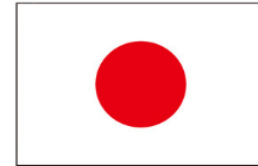
- ◆ Providing accurate information on Brazilian politics, economy, industry, Infrastructure and regulations to the Japanese companies
- ◆ Encouraging Japanese companies to do business in Brazil and conducting successful business matching
- ◆ Facilitating globalization of Brazilian firms by helping them enter the Asian market through locating in Japan
- ◆ Assisting in solving business-related problems in Brazil through activities toward improving the business environment
- ◆ Through these efforts, JETRO will focus on contributing to strengthening Brazil's industrial foundation and international competitiveness

# Talk to JETRO First!

**JETRO**  
Sao Paulo

**62 anos no Brasil!**  
Desde 1955

## Forging win-win relations through industrial cooperation



**INDUSTRY  
INFRASTRUCTURE**

**I & I**

**INNOVATION  
INTELLIGENCE**

**Rapid connectivity between  
Brazilian & Japanese companies**

Collaborative R&D, international supply chain building,  
quality infrastructure, Industry 4.0, energy efficiency



INDUSTRY  
INFRASTRUCTURE

I & I

INNOVATION  
INTELLIGENCE



**Cooperation in business  
environment improvement**

- Studies & Consultation on regulations
- Cooperation for IPP Accelerate procedure (PPH etc.)
- Cooperation in food and drug efficiency review (with ANVISA)
- Cooperation for Business environment with AGIR activity  
(of Japanese chamber of Commerce in Brazil)

JETRO

**Creating opportunities  
for trade and investment**

- Business missions, Seminars, Trade fairs
- Dispatch of personnel (Expert, Trainee)
- Inviting Key People(Procurement manager, Trainee)
- Investment & Technology transfer  
Networking
- Surveys & Information provision  
(ex. Brazilian ZPE Special Report to Japan)
- Supporting establishment of bases in Japan for internationalizaion

***Forging win-win relations through industrial cooperation***



Focusing on strengthening industrial and infrastructure foundation to improve international competitiveness



Focusing on developing new business & technology in South America, primarily Brazil



## Rota 2030



### Human resource development support

- Inviting key professionals (instructors, consultants)
- Training by country/assignment
- Dispatch of experts (p)

### Investment and financing for promising projects

### Business matching support for global supply chain and R&D JETRO

- Parts procurement business networking
- R&D networking
- Dispatch of experts
- Inviting key professionals
- Supporting establishment of bases in Japan



## Auto parts industry



### Forging win-win relations through industrial cooperation



- Improved production base for fuel efficiency and new models
- Strengthening supply chains to global automobile/parts supply markets
- Smart plants, production efficiency improvement



- Focusing on developing new business & technology in Brazil
- Production cost correction, improving production competitiveness in Brazil
- Expansion of business size in/from Brazil





## Rota 2030



### Business matching support for global supply chains and R&D JETRO

#### **1. Facilitation of R&D in Brazil**

Invitation of R&D support organization key professionals and organizing seminars

Organization of networking with Brazilian companies for joint R&D

#### **2. IoT, M-to-M tech introduction**

Information provision & cooperation in visiting Smart Factory Expo and key factories in Japan

#### **3. Facilitation of technology transfer**

Coordination by experts and match-making support for JV

#### **4. Development of global supply chains**

Parts procurement business networking (Feb 2018)

⇒ Supporting the development of sales channels to Japanese automobile manufacturers, tier 2, tier 3

Information provision & cooperation in publicity for participation in auto after market shows in Japan

## Invitation program

Inviting key professionals to enlarge their network with Japanese stakeholders.



Invitation program for Brazilian auto industry 2015

## Internship program

Project to dispatch young interns since 2012. Acceptance of foreign interns began in 2017.



Interns for Peru (Sep 2, 2016- Feb 25, 2017)

## Dispatch of business missions

Dispatch of automobile parts missions to Brazil in 2015 and 2016, visiting states of SP, RS and PR. Conducted business meetings, seminars and factory tours.



Mission to Brazil 2015



Mission to Brazil 2016

## Parts procurement business meetings

Parts procurement business meetings to develop local supplier network for Japanese auto parts makers



Held by JETRO 22 times from 2000 to 2016 in Eastern Europe



## Trade fairs & seminars

Promoting Japanese technology and products through participating in trade fairs and seminars.



SAE Brazil 2016 JETRO booth



Mission to Brazil 2016 presentation by Investe SP



## MoC for the Promotion of Investment and Economic Cooperation in the Infrastructure Sector



### Business matching support JETRO for initial stage

- Inviting key persons (policy makers/projects organizers)
- Dispatch of personnel (experts, trainees)
- Holding investment seminars
- Technology transfer networking
- Dispatching business missions
- Introduction of the latest technology at the exhibition



### BNDES, FIEP, other agencies JICA, JBIC, JOIN, NEXI, AOTS, etc.



### Investment, financing, credit insurance for promising infrastructure projects Human resource development support



JETRO will contribute in the follow-up stage toward project formation!!



## Infrastructure sector & its supply industries



### Forging win-win relations through industrial cooperation



- Creating stronger and higher quality infrastructure
- Construction of infrastructure to support global supply chains
- Introduction of new technology to improve management efficiency



- Expansion of infrastructure business in/from Brazil through show cases
- Focusing on developing new business & technology in Brazil
- Investment in supply industries of Latin American market

## Official invitation programs

Inviting key persons of foreign governments to deepen their understanding of Japanese technology and to enlarge their network with Japanese stakeholders.



**Invitation program for Kiev Metro project 2016**

## Dispatch of business missions

Dispatching Japanese business missions aiming at gathering information on local investment environments and exchanging views with overseas stakeholders.



**Mission to Argentina 2016**

**Mission to Romania 2016**

## Business matching

Organizing business matching events between Japanese companies and prospective overseas private partners.



**Water Business Matching Program in Japan 2015**

## Trade fairs and seminars

Promoting Japanese technology and industry through participating in trade fairs and seminars overseas.



**Singapore International Water Week (SIWW) 2016**

**China International Industry Fair CIIF 2016**

**Public offering**

Investigation of infrastructure projects and marketability survey

**JETRO is waiting for applications for Brazilian infrastructure projects.**

(These support schemes are to be provided for and used by Japanese companies.)

**Target field**

Water, waste, energy, railway, urban development, etc.

**Applicants**

Registered Japanese corporations

**Budget**

US \$165,000 per case (FY2016 achievements)

Strategic planning support (field survey, etc.)

Basic project plan  
Business development plan

**Proposal recruitment:**

May 17 (in 2017)

**Implementation:**

From July to Dec. (in 2017)



Helping Japanese companies enter the PPP infrastructure market

**Public offering**

## Dispatch of experts and invitation program for promotion of infrastructure System and Japanese-style city development

Invitation of infrastructure stakeholders

Key government-related persons  
Procurement managers  
Infrastructure development engineers  
System operators

JETRO is waiting for applications for Brazilian infrastructure projects.



Introduction of advantages of introducing new technology  
Exchange of opinions



**Invitation**  
Provision of technical Information  
Tour of technical operation site

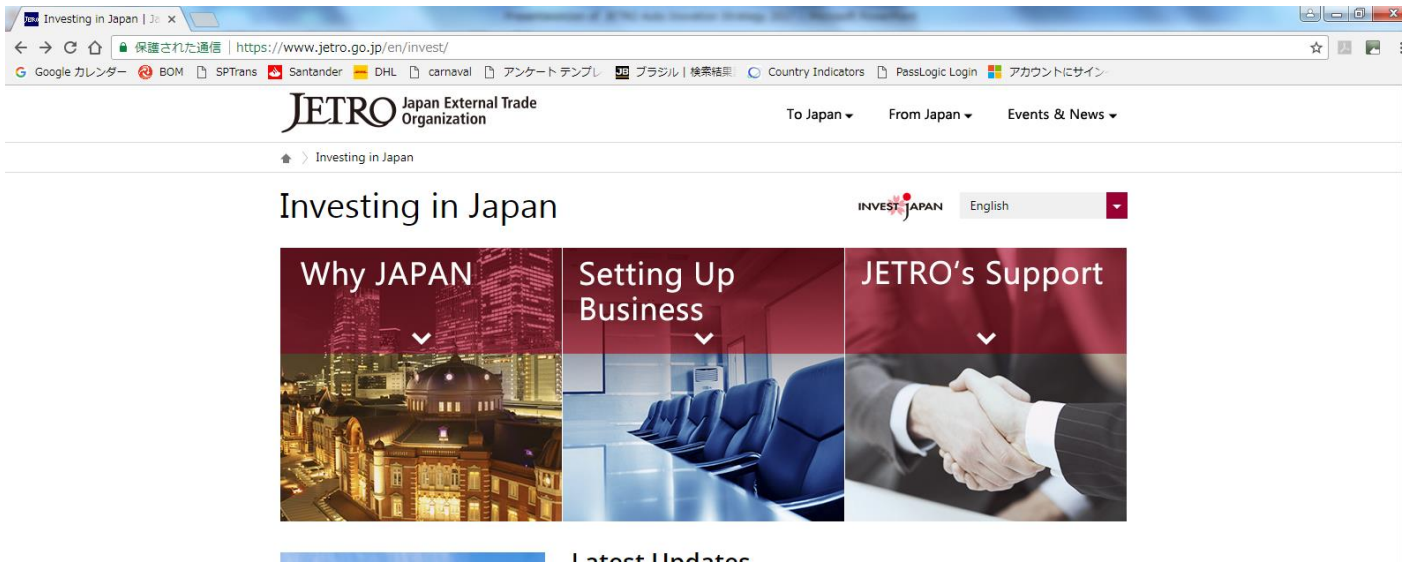
**Experts**  
Advice to customers  
Public relations activities

**Applicants:** Registered Japanese corporations  
**Target fields:** Water, waste, energy, railway, urban development, etc.  
**Proposal recruitment:** Late Jun. to mid Aug. (2017)  
**Implementation:** From mid-Oct. to the end of Jan. (2017)

# JETRO What can we do to contribute to Brazil for internationalization?



Comprehensive information by <https://www.jetro.go.jp/en/invest>

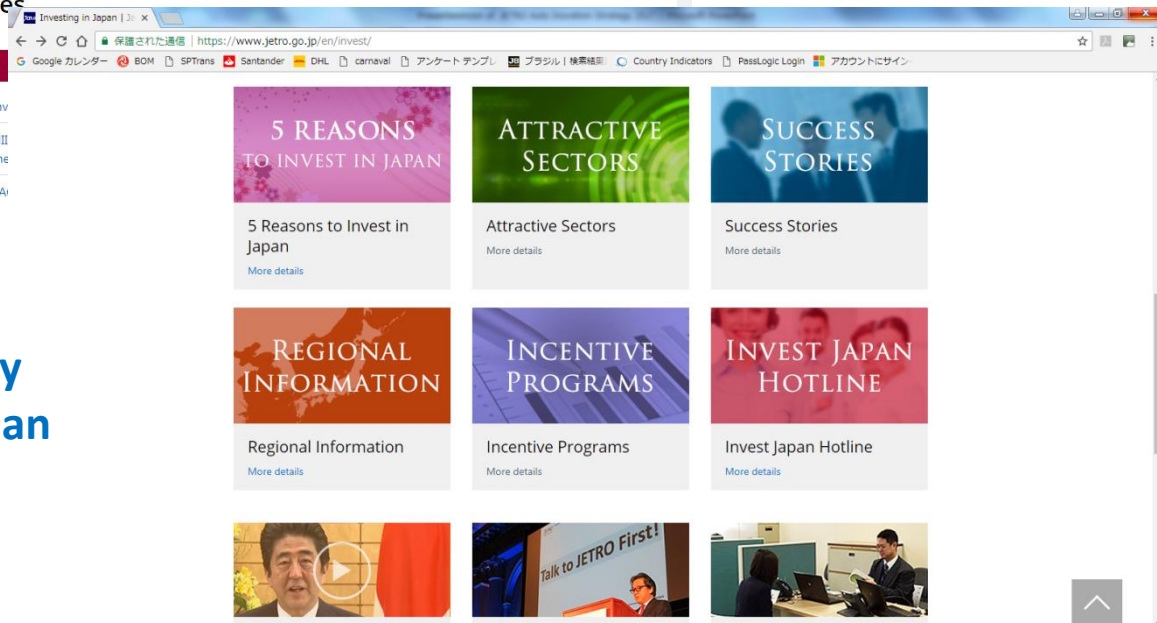


Videos  
Reports  
Guidebooks  
Directory



## Latest Updates

All	
Aug. 08, 2017	Inv
Aug. 07, 2017	NII the
Aug. 02, 2017	SAI



- How to set up business in Japan
- Incentive programs
- Success stories by industry/country
- Directory for doing business in Japan
- Regional information
- Attractive sectors
- Living in Japan



# Business Support Center (IBSC)

Temporary offices

Temporary offices in **six major Japanese cities**  
are available for

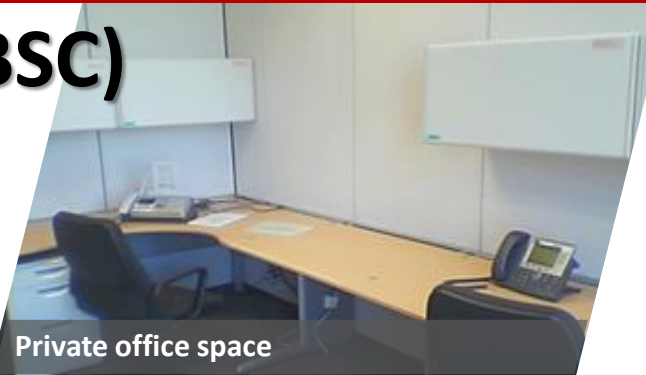
**free of charge for 50 business days**

Consultation service

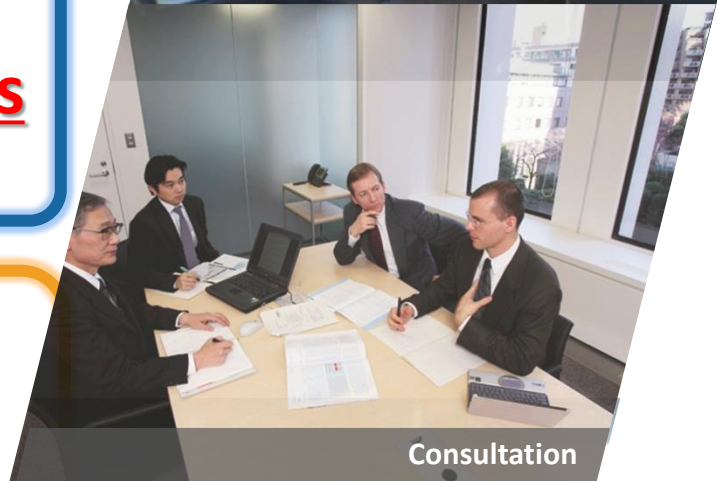
**Advice from specialists**

on starting business in Japan

- Legal advise
- Business cost
- Market regulations
- Business culture
- Human resources
- Real estate



Private office space



Consultation



Conference room



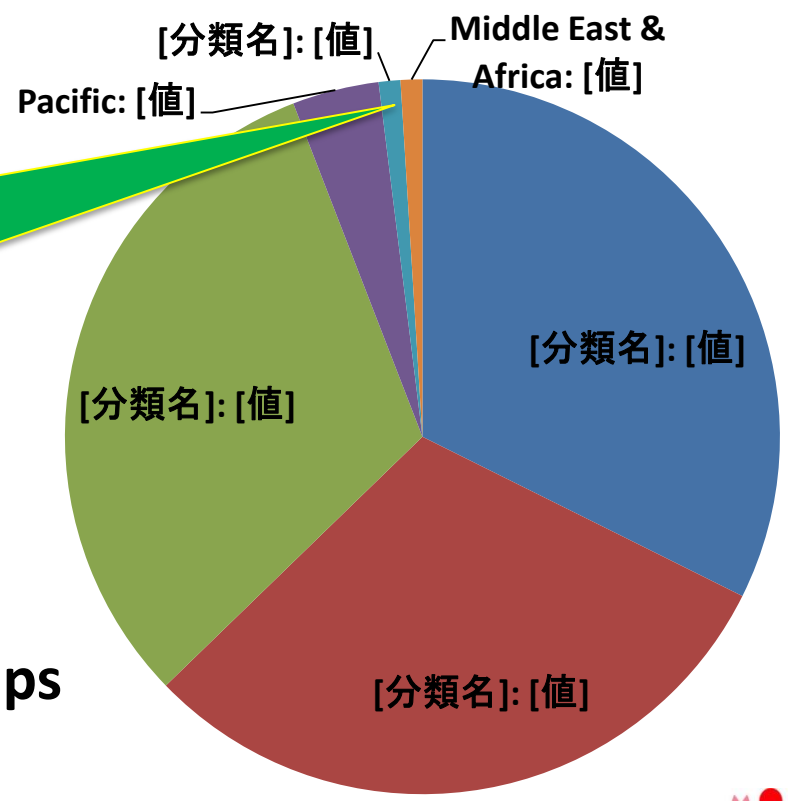


# Investment projects supported by JETRO (2003 - 2015)

Supported **15,000** over projects

 **Brazil:**  
1 company  
+ 3 companies (from 2016)

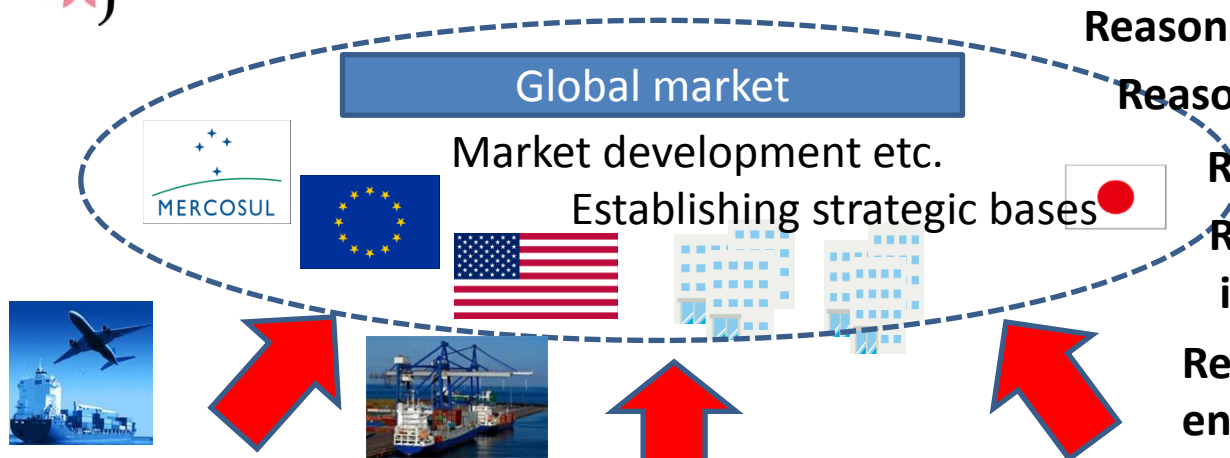
**1,500** Foreign company startups



# JETRO What can we do to contribute to Brazil for global market?



## Potential industries



Reason 1: An ever-growing economy

Reason 2: A sophisticated market

Reason 3: An innovation hub

Reason 4: Business-friendly infrastructure

Reason 5: A comfortable living environment



## Advanced, unique products & services, ITC solutions

Various animal and plant ecosystems

Issues to strengthen product brand power

Vast land area, internationally competitive agribusiness

Different social and business environment from Japan & Asia

Diverse culture through immigration

Advanced dental medical technology

